

**KAUFMAN LEGAL GROUP**  
A PROFESSIONAL CORPORATION

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SAN FRANCISCO  
ETHICS COMMISSION

BY

**VIA EMAIL & U.S. MAIL**

John St. Croix  
San Francisco Ethics Commission  
25 Van Ness Avenue, Suite 220  
San Francisco, CA 94102-6053  
Email: ethics.commission@sfgov.org

**RE: Progress for All**

Dear Mr. St. Croix:

We are writing on behalf of Progress for All (ID # 1338720), to provide you with information regarding payments made by the committee in furtherance of its “Run Ed Run” campaign, a grass-roots effort to encourage Mayor Ed Lee to put his name on the ballot for this November’s mayoral election.

As we discussed in our recent telephone conversation, Progress for All supports the efforts of the Ethics Commission to ensure full transparency in the political process. Along those lines, Progress for All will be filing a semi-annual report disclosing all of its activities, on or before the August 1, 2011 deadline. In addition, Progress for All has elected to voluntarily disclose to the public in this letter a record of the organization’s payments in connection with its “Run Ed Run” campaign.

The following schedule details payments to date made by Progress for All to encourage Ed Lee to become a candidate for Mayor:

| <u>Date</u> | <u>Payee</u>              | <u>Purpose</u>              | <u>Amount</u> |
|-------------|---------------------------|-----------------------------|---------------|
| 6/4/2011    | Left Coast Communications | Signs                       | \$ 300.00     |
| 6/10/2011   | Left Coast Communications | Buttons                     | \$ 250.00     |
| 6/11/2011   | Left Coast Communications | Run Ed Run Website Design   | \$ 6,000.00   |
| 6/13/2011   | Left Coast Communications | Donation Cards              | \$ 250.00     |
| 6/16/2011   | Left Coast Communications | Run Ed Run On-Line Petition | \$ 3,500.00   |
| 6/16/2011   | Left Coast Communications | Signs                       | \$ 4,000.00   |
| 6/18/2011   | Left Coast Communications | T-Shirts                    | \$ 1,500.00   |
| 6/19/2011   | Left Coast Communications | Facebook Advertising        | \$ 250.00     |
| 6/22/2011   | Left Coast Communications | Phone                       | \$ 200.00     |
| 6/24/2011   | Left Coast Communications | Banner                      | \$ 350.00     |

John St. Croix

July 19, 2011

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|           |                           |                      |              |
|-----------|---------------------------|----------------------|--------------|
| 6/24/2011 | Left Coast Communications | Stickers             | \$ 2,000.00  |
| 6/24/2011 | Left Coast Communications | Facebook Advertising | \$ 5,500.00  |
| 6/24/2011 | Left Coast Communications | On-Line Advertising  | \$ 15,000.00 |
| 6/26/2011 | Left Coast Communications | Facebook Advertising | \$ 349.99    |
| 6/27/2011 | Left Coast Communications | Signs                | \$ 15,000.00 |
| 6/28/2011 | Left Coast Communications | Internet Links       | \$ 24.36     |
| 7/1/2011  | 1563 Mission Street, LLC  | Office Rent          | \$ 4,000.00  |
| 7/3/2011  | Left Coast Communications | Facebook Advertising | \$ 349.85    |
| 7/10/2011 | Left Coast Communications | Facebook Advertising | \$ 265.40    |
| 7/19/2011 | Left Coast Communications | Internet Links       | \$ 361.05    |
|           |                           | Total                | \$ 59,450.65 |

Copies of written communications are enclosed.

We hope that this information is helpful to you and to the public. Please contact me should you have any further questions.

Very truly yours,



Stephen J. Kaufman

cc: Ivy Lee, Treasurer

SJK:ssg